

JEWELRY

Tiffany explores the meaning of strength in T collection campaign

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Tiffany's T collection campaign brings in influencers from diverse backgrounds. Image credit: Tiffany & Co.

By DANNY PARISI

U.S. jeweler Tiffany & Co. has brought together a stable of creative professionals for a series of intimate interviews collected under the #TiffanyT hashtag.

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Across seven interviews, subjects from the worlds of art, filmmaking, photography, martial arts and more speak about subjects that are important to them, such as leadership and motherhood. The black-and-white aesthetic and intimate nature of each of the #TiffanyT interviews gives the series a down-to-earth quality that feels honest and not overly produced.

To a T

The Tiffany T collection is themed around a single idea: strength.

For the marketing campaign associated with the collection, Tiffany has assembled a number of women and men from a diverse set of backgrounds, including martial arts, dance, sports and filmmaking, as they talk about what strength means to them.

For martial artist and champion boxer Holly Holm, strength comes from the role models in her life: her mother and the friends she has who are now mothers themselves. Even at 36, she says that she still turns to her mother for advice or help whenever she needs it.

Dancer Maddie Ziegler views strength as something that you have to work for, citing the many long hours she puts in at the studio perfecting her craft.

Tiffany T collection

Photographer Renell Medrano views strength as a positive energy, a vibe of optimism and confidence that one can adopt in their everyday life.

All throughout the video, these influencers are shown doing what they do best, whether that is dancing or sparring or designing, all while wearing pieces from the Tiffany T collection.

Intimate discussions

Tiffany has recently opted for more personality-driven efforts, marking a departure in strategy for the brand. For instance, the jeweler celebrated self-expression and individuality in its campaign for fall 2017.

The jeweler's "There's Only One" fall campaign, creative director Reed Krakoff's first for the brand, was an ode to personal strength and brought together six personalities from different disciplines. Each of the campaign ambassadors for fall brought with them their own signature style, personality and imaginative vision ([see story](#)).

Campaigns such as this have been quite successful for the brand. In fact, Tiffany's global net sales grew 4 percent in the 2017 fiscal year, although the company missed its expectations.

Tiffany T collection

Tiffany's earnings show an impact from U.S. tax changes and past quarters' reduced sales for the 2017 fiscal year. Tiffany's store sales saw no change from the previous year, and its net earnings saw a 17 percent drop for the period ending Jan. 31 ([see story](#)).

The jeweler's strategy of posting a number of shorter interviews with influential people is a tactic that was also employed by fellow jeweler Chaumet. After debuting new collections at a Beijing event last year, Chaumet released a series of videos interviewing high-profile guests about their feelings toward the brand and its newly revealed pieces.

In three short videos, notable names from the Chaumet World guest list talked about the brand and the event they attended. The video series aimed to capture the romance of the event by highlighting the glamour of celebrity guests and their love for Chaumet designs ([see story](#)).

Tiffany's T collection campaign goes for something similar albeit without the dazzling glamor of red carpet interviews in favor of something more intimate.

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